

Message Text

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E.O. 11652: N/A

TAGS: BFOL, YO

SUBJECT: WTDR: MASINO ASTRA-MASINOIMPEX

REF: USDOC 12622

1. ADDRESS: VARSAVSKA 9, ZAGREB 41000; TELEX: 02117;
TELEPHONE 417-011; ROBERT STRIKER, DIRECTOR; IVAN KONIGSKNECHT,
DIRECTOR OF EXPORTS; SLATKO KRAMARIC, DIRECTOR OF IMPORTS.

2. MAJOR FIRM, ESTABLISHED IN 1954. MASIONIMPEX HAS RECENTLY
MERGED WITH LARGE ZAGREB TRADING AND TOURIST SERVICES FIRM,
ASTRA. NEW COMPANY KNOWN AS ASTRA-MASIONIMPEX. AS YET, HOWEVER,
BOTH BRANCHES REPORTEDLY OPERATE QUITE INDEPENDENTLY. ACCORDING
PRESS REPORTS, NEW FIRM EMPLOYS A TOTAL OF 980 PERSONS AND HAS
NET WORTH OF APPROXIMATELY DOLS 13 MILLION. (HEADQUARTERS OF
ASTRA-MASINOIMPEX: GAJEVA 5, ZAGREB 41000; TELEX: 21-177,
21-254 YU MAS-EX; TELEPHONE: 417-011; GENERAL DIRECTOR:
DRAGUTIN SKRGATIC.) REMAINDER OF REPORT REFERS TO MASINOIMPEX
DIVISION OF ASTRA-MASINOIMPEX. EMPLOYS 400. MASINOIMPEX
DIVISION ACTS AS EXPORT-IMPORT AND AGENT FOR ALL TYPES OF HEAVY
AND LIGHT MACHINERY, INCLUDING SHIPBUILDING, MINING, ELECTRICAL,
TEXTILE, AND FOOD-PROCESSING INDUSTRIES.

3. FINANCIAL REFERENCES: YUGOBANK, ZAGREB; KREDITNA BANKA,
ZAGREB; UNION BANK OF CROATIA, ZAGREB.

4. MAJOR FOREIGN FIRMS REPRESENTED: SCHWEIZERISCHE ALUMINUM,
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ZURICH, SWITZERLAND; WAGNER BIRO, VIENNA, AUSTRIA; CLAUDIUS

PETERS, HAMBURG, FRG; POLIMEX-CEKOP, WARSAW, POLAND; CORTINOVIS, BERGAMO, ITALY; ELEKTRONORD TEKHNKA, MOSCOW, USSR; SCHWANK, KOLN, FRG; WESTINGHOUSE, PITTSBURG, PA.

5. ONE OF YUGOSLAVIA'S LARGEST EXPORT-IMPORT FIRMS. FIRM'S CHARTER GIVES IT RIGHT TO HANDLE EXPORTS AND IMPORTS OF ALL FORMS OF HEAVY AND LIGHT MACHINERY, EXCEPT SELF-PROPELLED VEHICLES. HANDLES COMPLETE PLANT INSTALLATIONS AND INDIVIDUAL EQUIPMENT FOR SHIPBUILDING, CONSTRUCTION, MINING, METAL-WORKING, ELECTRICAL, ELECTRONIC, TEXTILE, FOOD-PROCESSING, AND OTHER INDUSTRIES. FIRM MAINTAINS BUSINESS CONTACTS WITH OVER 30 COUNTRIES. OFFICES IN MILAN, FRANKFURT, LONDON, NEW YORK, PARIS, TOKYO, MOSCOW, WARSAW, BUDAPEST, BUCHAREST, SOFIA, TRIESTE, VIENNA, PRAGUE, ANKARA, BAMACO, PEKING, AND RANGOON. TURNOVER IN 1973 WAS DOLS 150 MILLION (APPROXIMATELY ONE-THIRD IN EXPORTS AND TWO-THIRDS IN IMPORTS). EIGHTY PER CENT OF FIRM'S IMPORTS COME FROM WEST WHILE 90 PER CENT OF EXPORTS GO TO COMMUNIST COUNTRIES. OFFICIAL SOURCES REPORT THAT FIRM HAS GOOD FINANCIAL REPUTATION. FIRM IS RECOMMENDED AS TRADE CONTACT FOR US COMPANIES.

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